The Effect of Web-based New Student Admission Online on the Quality of School Services in Junior High Schools in Purwakarta Regency

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Abstract—**The purpose of this study was to obtain factual information about the influence of Web-based NEW STUDENT ADMISSION Online on the Quality of School Services in Purwakarta Regency Junior High School. This research generally seeks the determination of Web Based Online New Student Admission (X) and School Service Quality (Y) both separately and simultaneously. So that the approach used by researchers is a correlational research approach with quantitative methods. The results showed that there was a significant influence of Web-Based Online New Student Admission Service Quality. So that this online New Student Admission application is used and utilized by prospective students, schools and education offices as a reference in the capacity and number of prospective new students. The influence of Web-Based Online New Student Admission on Service Quality at Junior High Schools in Purwakarta Regency is significant and its influence is relatively moderate. Practically speaking, the factor that causes its moderate influence between web based online New Student Admission on service quality is the lack of an optimal web based new Student Admission system provided by the Education Office, especially in fulfilling features and also a less attractive and comprehensive appearance. And the achievement of the non-discrimination dimension provided by the department and schools is still relatively low.**

Keywords:--- quality of service, online-based website, acceptance of peserta new student.

INTRODUCTION

One factor that determines the country's progress is education. Along with the rapid growth of science, competition between educational institutions is also growing at an everincreasing rate. Therefore, in order to enhance the standard of education provided by educational establishments, it is both a requirement and a demand for educational establishments to engage in innovation [4]

In order to meet the challenges posed by education, quality is something that must be recognized, particularly for qualityoriented educational institutions to carry out quality assurance. This is in line with the findings of a study that was carried out by [10] who found that institutions need to carry out quality assurance procedures that result in a superior and comprehensive system guarantee in order to achieve the goals of the organization and boost individual performance within it.

The purpose of quality assurance is to guarantee that the process of producing goods or services complies with predetermined standards [13] According to the Government Regulation of the Republic of Indonesia Number 19 of 2005, education is considered to be of high quality if it satisfies the following eight National Education Standards:1) Standards for the Content, 2) Standards for the Process, 3) Standards for Graduate Competency, 4) Standards for Educator Competency and Education Personnel, 5) Standards for Facilities and Infrastructure, 6) Standards for Management, 7) Standards for Financing, and 8) Standards for Educational Assessment.

Two aspects have an impact on an educational establishment's quality: 1) Service Providers 2) Customers. The first factor is that a provider (service provider) must adhere to predetermined standards for an educational establishment to be considered high-quality. The customer factor is another factor that influences an educational establishment's quality level. If educational establishments satisfy and meet the needs of their patrons, they are of high quality.

In Indonesia, one of the formal educational establishments is the school. According to the National Education System Law Number 20 of 2003, schools

play a crucial role in the intellectual life of the nation. This is stated in the preamble of Indonesia's 1945 Constitution, which is the nation's ideal.

Increasing the standard of services offered by educational establishments is one strategy for ensuring their continued existence. One marketing strategy that focuses on satisfying customer needs is improving service quality. Schools must be aware of the significance of providing educational services of a high quality that meet students' expectations [3]

Learning facilities that support student activities in schools, such as facilities and infrastructure, curriculum, regular school administration and clear administrative services for students, competent teaching staff, materials, methods, and teaching media that are supportive and appropriate for students are services that should be provided by schools for students [3]

Acknowledgment of new understudies (PPDB) is one of the initial steps that should be taken by understudies and guardians to have the option to send their kids to school. The New Student Admission Information System is actually good if implemented; everything will be more practical, efficient, sophisticated, transparent (everyone can know), and can reduce the occurrence of fraud in the registration of new students. However, this system also has weaknesses due to the higher cost (in system development), good human resources, the condition of the Indonesian people in general, who do not understand technology. In such a system, there will be a gap between popular (favorite) schools and non-favorite schools [20]

Every year, the New Student Admission (PPDB) activities face a number of issues, including difficulties in providing customers with information, inadequate and incomplete socialization, oversight of the PPDB's implementation, and transparency.

Because it is easier to get information and doesn't have to waste a lot of money, managing new student registration information online aims to be effective and efficient. It is hoped that this online service will make it simpler for the general public to obtain interactively and dynamically complete and up-to-date information. This framework can be more proficient with regards to cost, exertion and time, so it is successful in accomplishing objectives [15]

It demonstrates that with the Web-based New Student Admission Online, in line with this. The education system in Purwakarta Regency has been using the Web-based New Student Admission Online system for the past three years. With the sanctioning of the Area Guideline. Purwakarta Regent Regulation Number 9 of

2016 regulates the formation and composition of regional apparatus; Purwakarta Regent Regulation Number 120 of 2018, Purwakarta Regent Regulation Number 80 of 2019, and Purwakarta Regent Regulation Number 154 of 2020 regulate PPDB Online; and finally, Purwakarta Regent Regulation Number 154 of 2020 officially regulates the management of new student admissions at the SMP level, which is highest level of education. Purwakarta mandates online New Student Admission hosted on the Web. This demonstrates that Purwakarta Regency has attempted to provide and enhance service quality in order to achieve customer satisfaction during New Student Admission implementation.

LITERATURE REVIEW

A. *School Service Quality*

Service quality is a combination of two words quality and service that have distinct meanings when used separately. first discuss the definition of quality before moving on to the definition of service. If something meets certain requirements, it is said to be qualified. However, if something meets the needs of the customer, it can also be considered to be of high quality. Here, two perspectives on quality diverge. The first quality statement is viewed from the producer's perspective in this case, the school while the second quality statement is viewed from the consumer's perspective in this case, the students.

Quality is worried about items and administrations, which can address the issues, assumptions and fulfillment of clients [6]. As a result, quality can be understood to refer to something in the form of a product or service that meets the company's or institution's standards. However, not everyone views quality the same way. For individuals, a product is deemed to be of high quality if it fulfills all of their expectations that is, if their expectations are realized. Because it is the customer who will feel the quality more, quality as perceived by the customer is much more important than quality as stated by the manufacturer.

In terms of customer perception, [14] quality is characterized as something that fulfills and surpasses client needs. If people have used a product or service, people can tell if it is of high quality or not. To put it another way, the customer's experience is crucial to the product or service's success.

The definition of service will be discussed next, following the discussion of quality's definition. Service implies everything that is done by certain parties

(individuals or groups) to other parties is another definition of service [19] Service is doing something for others is another definition. To put it another way, the service meets a need or provides something that someone needs to meet their needs. The definition of service quality can be developed after understanding the definitions of quality and service.

According to the preceding description, the quality of service is a service that meets customer expectations. A measure of service quality is whether or not the level of service meets customer expectations.

The elements of quality or quality are as follows: first, this includes making an effort to meet or exceed the expectations of customers. Second, it encompasses the environment, people, products, and services. Third, is a state that never stays the same. Education is not the production of goods; rather, it is a service. The level of customer satisfaction can be used to gauge the quality of education's performance, as it is the only indicator of service performance [9]

According to some of the definitions above, quality is an organization's continuous improvement effort to achieve goals by involving all organizational components in an effort to satisfy customer needs and satisfaction. Kotler defines service as any action or activity that can be offered by one party to another, is essentially intangible, and does not result in ownership. It may or may not be associated with a single tangible good. Service is how businesses act to satisfy customers' wants and needs and ensure their complete satisfaction. Additionally, Kotler stated that this behavior can occur prior to, during, or after the transaction. A high standard of service will typically result in high levels of customer satisfaction and frequent repeat purchases [5]

When it comes to service, it frequently has to do with service components. As a result, the service is frequently referred to as one. Although a number of service experts have tried to come up with a definitive definition, there hasn't been one that everyone agrees on so far. According to Kotler, "service" refers to any act or performance that a party can provide to another that is essentially intangible and does not result in ownership. Services, according to Zeithaml and Bidner, are acts (procedures, activities); performance and processes that are not tangible [5] Leonard L. Berry suggests that services possess three characteristics: 1) More perceptible than perceptible. 2) Simultaneous production and consumption, or simultaneous

production and consumption 3) A lack of uniformity and standards (less standardized and uniform) [18] WEB-based Online New Student Admission (PPDB)

Acceptance of new students is the process of registering and serving students who have just entered the school following their fulfillment of the school's requirements. A committee for accepting new students must be established by the principal before any new students can be admitted. An educational institution's recruitment of students is essentially a search for students to enroll in the institution [8]

When a school admits new students, it not only accepts those who want to attend, but also decides whether these potential students have met the requirements. The management of new student admissions, issues with committees, candidate requirements, registration, tests, selection, announcement of selection results, and orientation of new students all require careful consideration [12] This new student admission is intended to produce graduates who are competent in accordance with graduate competency standards, can compete, and actively contribute to survival.

Design of Learning Technology The instructions provided by the City or the City Education Office can be used to create these students. Because they are written to get prospective students to do what they want or to be silenced, these instructions need to be guided. According to Wechsler (2017), the general goals of the New Student Admission (PPDB) process are as follows: 1) To entice graduates or former students who have progressed to higher levels. 2) Being aware of the students' desire to pursue higher education. 3) Being aware of the public's awareness of the importance of sending children to school, particularly parents. By adhering to the following principles, the PPDB implementation mechanism and procedure must be carried out correctly [2] nondiscrimination, transparency, and accountability.

The New Student Admission (PPDB) procedure is then a crucial step in recruiting new students in accordance with the school's criteria and characteristics. Because it involves the fundamental interests of the community, specifically education, New Student Admission must be implemented in an objective, transparent, accountable, and non-discriminatory manner. As a result, PPDB is a series of actions taken by schools to find, filter, and recruit new students in a

transparent and equitable manner so that they can get the students they want.

B. *Information Sistem*

"The system is a real or abstract object (a set of things) consisting of parts or components that are interrelated, related, dependent, mutually supportive, which as a whole are united in one Unity to achieve certain goals efficiently and effectively," according [7] According to [17] defines the concept of the system is a collection of components that are interconnected in some way.

Building blocks are the components that make up an information system (Pearlson & Saunders, 2019). As a result, the system is made up of a number of interconnected parts that work together to achieve a common goal. A system's goal and target are to accomplish something within a limited scope. The PPDB information system is a computer program that makes accepting new students easier when done online. It is hoped that this information system will make it simpler for related parties to convert student data into information about students from particular schools (T, Irawan, & Rande, 2020)

D. *Quality of an Information System*

A system, application, or product is considered to be of high quality if it is done well and made in accordance with the needs that describe the problem, the design that models the solution, the code that leads to an executable program, and the software tests that uncover errors [11] Furthermore, Walter A. Shewhart's consists of two general aspects, one of which is focusing on the quality of an object as a reality object product suitability and the other is paying attention to the subject (user desires).Understanding quality can be summed up as a characteristic that influences a product's user satisfaction. (Hoyer and Hoyer: 2001)

E. *Website Application*

Application for a Website The web is one of the internet resources that is growing the fastest. The use of hyperlinks, which allow a text, image, or other object to serve as a reference for opening other pages, is the method by which web information is distributed. Going from one page to the next using this strategy allows one to obtain information [1] Web-Based Application is an application that can be accessed via the internet or intranet and is becoming increasingly popular. Web-based applications are being utilized by many expanding businesses for resource planning and company management. There are many different uses for webbased applications. Web-based applications, for instance, make it simple to store data in databases and generate invoices. Because this feature is particularly helpful for retail businesses, this application can also be used to manage inventory.

Website-based New Student Admission system The Ministry of Education and Culture designed the PPDB website as an information system for selecting new students for state schools in various provinces. This online PPDB application serves as a reference for prospective students, schools, and the education office regarding the capacity and number of new students who can be accepted. The web-based New Student Admission, which is used as a service base and is getting better, is expected to make registration for students and parents easier for the general public. The New Student Admission Online system was created in a way that makes it easier for potential students to register and ensures a process that is fair, open, and accountable for the community as a whole.

Because it can be easily accessed using gadgets or other internet-connected devices, the New Student Admission website makes it simple for parents and prospective new students to learn about the implementation of the selection of new students, register for the selection, and track the results. New Student Admission Online is a real-time online software application service that is entirely web-based. If the PSB website does not perform well, PSB Online's effectiveness is insufficient. In order to provide services that are better, more effective, and more efficient, it is important to measure user satisfaction. A website's user satisfaction can be affected by its quality.

METHODOLOGY

The data collection used in this study was to use questionnaires and regression analysis. The approach used by researchers is a correlational research approach with quantitative methods. The participants of this study were parents/students, teachers, principals and New Student Admission committees in Purwakarta Regency. The population in this study were parents and students in Purwakarta District Junior High School who enrolled in the 2020/2021 school year. With a sample of 390 people. In this study, we examined the Web-Based Online New Student Admission (X) on the Quality of School Services (Y). The data collection technique used in this study is an indirect data collection technique by communicating with the research subject through an instrument intermediary

or questionnaire. The instrument used in this study is a scale (1 to 5). The type of questionnaire used by researchers in this study was a closed questionnaire

FINDING AND DISCUSSION

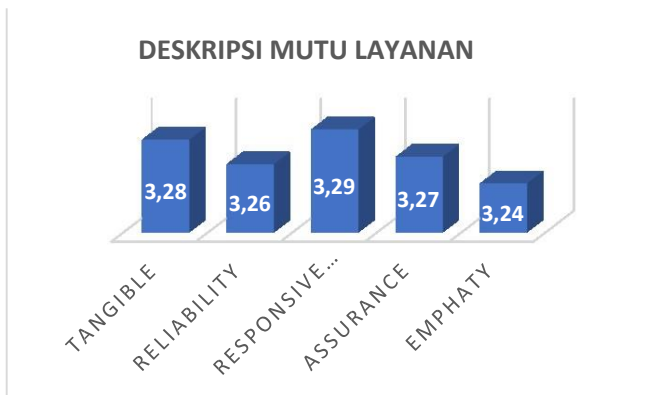Analysis of Service Quality Description Data

Figure 1 Dimension Overview on Service Quality variables
Source: Processing Statistical Data by Researchers

Based on the graphic image above, Service Quality can be described and measured its achievement into 5 dimensions, namely Tangible, Reliability, Responsivenness, Assurance, and Emphaty. Of the five dimensions, the implementation of the highest value is in the responsiveness dimension with a value achievement of 3.29 and the lowest is the emphaty dimension with a value of 3.24. however all dimensions, the achievement range is very high because it is in the WMS 3.01-4.00 table range.

So that the quality of service activities provided by the school to the registrants at Purwakarta Regency Junior High School already feel that the services provided are very good. This can be reflected that all the following activities have been given by the school to the maximum:

Tangible, 1) The school or department provides facilities for applicants who do not have access or equipment to carry out PPDB; 2) Availability of devices or systems or the Web by schools and agencies in PPDB activities; 3) The school facilitates offline registration for applicants who do not understand and do not have access; 4) Web PPDB has good and comprehensive features and appearance; 5) There is a PPDB committee on standby both online and face-to-face when there are registrants who need information.

Reliability, measured based on 1) Schools and agencies provide socialization to students / parents who want to do PPDB; 2) Schools and web operators have the ability to communicate well; 3) Web reliability in accommodating services for web-based PPDB activities.

Responsiveness, the services provided by the school are of high quality, one of which is due to the presence of responsive organizers such as: 1) Schools and agencies as service providers provide fast and precise services; 2) Schools and agencies are responsive to the needs of the Offender; 3) The ability of schools / agencies to deal with customer complaints both online and face-to-face by following health protocols. 4) Willingness of schools/agencies to serve customers.

Assurance, service quality is measured based on 1) Online and telephone schools are able to provide information properly and politely to PPDB customers; 2) Schools either over the web or over the phone can generate more confidence about the school; 3) The school has an interesting and good vision and mission so that students / parents are interested in registering their children to the school; 4) The school or department provides a column of criticism and suggestions from customers for the subsequent improvement of the web-based online PPDB system.

Emphaty, the quality of services is measured based on: 1) The services provided by schools and agencies both on the web both online and offline have met the needs of users; 2) The school or department respects any feedback submitted by the customer; 3) The school or operator responsible for the web assists Confused Customers both online and offline; 4) Students / parents as users of web-based PPDB services are satisfied with all the performance of the web, school and service both in terms of online and offline.
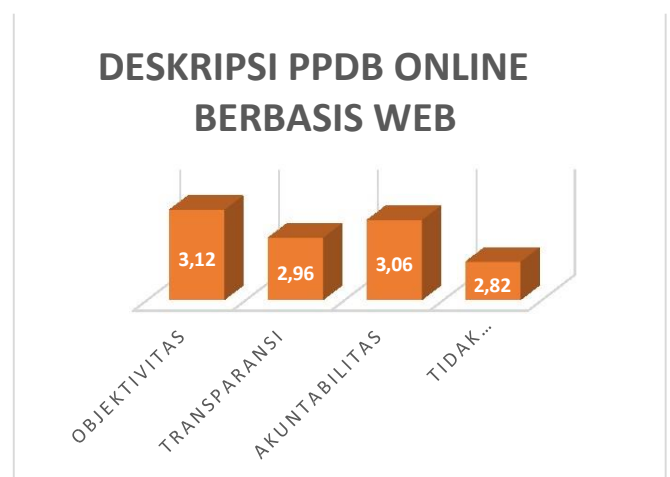

Figure 2 Dimension Overview of web-based online PPDB variables
Source: Processing Statistical Data by Researchers

Based on the graphic image above, the web-based online New Student Admission can be described and measured its achievement into 4 dimensions, namely objectivity, transparency, accountability, and non-discrimination. Of the four dimensions, the

implementation of the highest value is in the dimension of objectivity with an average achievement of 3.12.

Consecutively, the average achievement of the next dimension is accountability with an achievement of 3.06, transparency with an average value of 2.96 and the lowest dimension measured with a discriminatory rate of 2.82.

Objectivity to web-based online New Student Admission with an average assessment achievement of 3.12 measured based on 1) Schools conducting meetings and analyzing for the admission of new students; 2) All teachers and education staff are involved in New Student Admission activities; 3) Schools develop technical guidelines for the implementation of New Student Admission; 4) The school determines the criteria for students to be admitted; 5) The school takes into account the ratio of students to the capacity of the school's capacity. so that the average value of objectivity of web-based online New Student Admission as described.

Web-based online New Student Admission is also measured by its accountability. Where such accountability can be strained based on: 1) Schools issue New Student Admission zoning determinations; 2) Implementation of New Student Admission in accordance with the mandate of the Minister of Education and Culture Number 44 of 2019; 3) Implementation of Education Policies in the Emergency Period of the Spread of Corona Virus Disease (Covid 19); 4) The amount of quota percentage based on technical instructions and the realization of receipts on each New Student Admission selection line; 5) The school prepares a system and human resources that are competent in the implementation of New Student Admission. So that the resulting achievement value for online New Student Admission accountability based on the web is 3.06 categorized as very high.

The level of transparency in web-based online New Student Admission activities is also measured by researchers based on: 1) schools socializing New Student Admission Online via the web to all elements of society; 2) All New Student Admission processes are done online web-based; 3) The announcement of the admission of new students is publicly announced via the web; 4) There is no collection of fees in the New Student Admission process because it is done online via the web; 5) Schools do not open selection pathways other than those mandated by the government. From these aspects, a high level of transparency was obtained with a value of 2.96.

The dimension of measurability to web-based online New Student Admission is that schools do not discriminate against prospective applicants. This is measured based on: 1) PPDB is for all students from any

elementary school graduate; 2) The school accepts students with disabilities; 3) The school does not distinguish between Public/Private/MI students or Package A graduates; 4) The school accepts all students who meet the mandated pathway criteria even though it will reduce the quality of the school; 5) The school will no longer accept students if the school's planned capacity quota has been met. This is the aspect that is considered the lowest in implementation even though when categorized into the WMS table range, it is still categorized as high, namely with an average value of 2.82.

Table 1 Normality Test of Junior High School Service

		Y
N		390
Normal Parameters[a,,b]	Mean	136.42
	Std. Deviation	5.342
Most Extreme Differences	Absolute	.098
	Positive	.098
	Negative	-.083
Kolmogorov-Smirnov Z		1.259
Asymp. Sig. (2-tailed)		.084

a. Test distribution is Normal.

b. Calculated from data

Based on the results of the Kolmogrov-Smirnov test for Quality of Service obtained the value. Sig 0.084 > 0.05 then Ho accepted, in other words the Quality of Service is normally distributed.

Web-Based New Student Admission Normality Test for Junior High Schools throughout Purwakarta Regency.

Table 2 Kolmogorov-Smirnov Web-Based Online PPDB

	X

N			390
Normal	Mean		131.93
Parameters[a,,b]			12.026
Std. Deviation			
Most Extreme	Absolute		.097
Differences	Positive		.037
Negative			-.097
Kolmogorov-Smirnov Z			1.252
Asymp. Sig. (2-tailed)			.087

Based on the results of the Kolmogrov-Smirnov test for Web-Based Online New Student Admission obtained the value. Sig $0.087 > 0.05$ then Ho accepted, in other words New Student Admission Online Web-Based is normally distributed.

II. Hypothesis Testing the Effect of Web-based Online PPDB on School Service Quality

The test results of the analysis requirements above show that the scores of each research variable have been qualified for further statistical testing, namely hypothesis testing. Hypothesis testing of the study was carried out by calculating the correlation efficiency, significance level, determination and regression analysis.

III. Correlation coefficient analysis

The correlation coefficient analysis is intended to determine the degree of relationship between variable X and variable Y. The measure used to determine the degree of relationship in this study is parametric statistics, which is a product moment correlation technique. It is based on the data distribution of both ormal research variables. As for finding the correlation coefficient between the variables X and Y using the Pearson Product Momentt formula [16] The weak strength of the relationship between two variables is indicated by the value of Pearson Correlation (R). The

result of calculating the Pearson Product Momentcorrelation coefficient t using SPSS 19.0 0 for windows, is

Table 3 Web-Based Online PPDB Correlation Test to Service

Regency

CORRELATIONS

		X	Y
X	Pearson Correlation	1	.467'''
	Sig. (2-tailed)		.000
	N	390	390
Y	Pearson Correlation	.467'''	1
	Sig. (2-tailed)	.000	
	N	390	390

In the correlation test results above, a correlation was found between Web-Based Online New Student Admission to Service Quality of 0.467 with a signification level of $p = 0.000 < , \alpha = 0.05$ then When compared with the table r value of 0.159 obtained based on the number N = 390, then the calculated r value of 0.467 is greater than the table r (0.467 > 0.154). In conclusion, there is a relationship between Web-Based Online New Student Admission and Service Quality is at a moderate level and is positively valuable

Correlation significance test

The correlation signifcation test is performed through a ttest with the help of the SPSS program version 17.00 for windows as follows:

Coefficients^a

Table 4 Web-Based Online PPDB Significance Test on

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	32,133	6.739		6.74 6	.000
X	.671	.159	.467	7.29 6	.000

a. Dependent Variable: Y

Based on the table above, at count of 7.296 was obtained while at a significance level of 0.05 with et al (390-2) = 388 a figure of 1.645 was obtained. It turns out that tcount 7,296 > ttable 1,645. Thus there is a positive and significant correlation between Web-Based Online PPDB and Service Quality.

Coefficient of determination analysis

Determinant analysis is intended to find out how much the contribution of variable X to variable Y applies to the entire population under study. This coefficient of determination is calculated by using SPSS version 17.0 for windows, as follows:

Table 5 Web-Based Online PPDB Determination Test on

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.467^a	.226	.223	9.521

Based on the calculation results in the table above, an R Square result of 0.266 or 22.6% was obtained. This means that Web-Based Online PPDB has an influence of 22.6% on service quality,

while the remaining 77.4% is influenced by other factors.

Regression analysis

To find out the form of influence of Web-Based PPDB Online on Service Quality, a simple regression analysis was carried out using the SPSS program version 17.0 for windows, with the following results:

a. Predictors: (Constant), *X*

Table 6 Simple Regression Test of Web-Based Online

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	32,133	6.739		6.74 6	.000
X	.671	.159	.467	7.29 6	.000

a. Dependent Variable: Y

From the results of the calculations above, the regression direction regression (b) was obtained by 0.671 and a constant of 32.133. Then it can be described the form of the relationship between the two variables by the regression equation.

$$\hat{Y} = 32,133 + 0,671\,X1$$

After knowing the relationship between *Web-Based* New Student Admission Online and Service Quality, a correlation significance test was then carried out using the F test.

Table 7 Web-Based Online PPDB F Test on Service

ANOVAᴮ

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4442.263	1	4442.263	50.679	.000ᵃ
Residual	16560.869	388	82.804		
Total	20761.133	389			

a. Predictors: (Constant), X
b. Dependent Variable: Y

Based on the above calculations, the calculated F price of 50.679 is obtained while the F table at a 95% confidence level with dk (n-2) = 388 obtained the table F price of 3.90. After knowing the price of F count and F table it turns out that Fcount 50.679 > Ftable 3.90. Thus, it can be concluded that there is a significant influence of Web-Based Online New Student Admission on Service Quality.

Based on the results of correlation and regression analysis calculations, both simply and in doubles, it can be concluded that Web-Based Online New Student Admission and Service Quality have a significant effect on Customer Satisfaction.

The summary of the hypothesis testing results of each of the variables of Web-Based New Student Admission Online and Service Quality to Customer Satisfaction is as follows:

Table 8 Summary of Hypothesis Testing Results

Pengaruh antar variable	Koefesien Korelasi (R)	Nilai Persamaan Regresi	Sig	Nilai F	Koefesien Determinasi	Variabel Lain
X terhadap Y	0,467	$\widehat{Y} = 32,13 + 0,671$	0,000	50,679	22,6 %	77,4%

Discussion

Effect of Web-based New Student Admission Online on School Service Quality Web-based online New Student Admissions (PPDB) makes it easier for parents and prospective new students to find out information about the implementation of the new student admission selection, register and monitor the selection results because they can be easily accessed through gadgets or other devices connected to the internet.

The results showed that there was a significant influence of Web-Based Online New Student Admission on Service Quality. So that this online New Student Admission application is used and utilized by prospective students, schools and education offices as a reference in the capacity and number of prospective new students. Web-based New Student Admission is used as a service base and continues to be improved, so it is expected to provide convenience for students and parents to the community in registering.

Web-based New Student Admission Online is a new innovation in education services in Indonesia implemented by local governments. The Purwakarta Regency Government has implemented a webbased New Student Admission in the online Admission of New Students at the link https://ppdb.disdik,purwakartakab.go.id. The goal is to improve the quality of educational services, create an integrated, accurate and transparent new student admission

system, carry out the admission of new students more practically and efficiently, provide accurate school databases, provide information access facilities for the public quickly, easily and accurately.

CONCLUSION AND RECOMMENDATION

Based on the results and discussions that the researchers explained in the previous chapter, it can be concluded that the existence of a Web-based PPDB Online system can improve service quality and because of the existence of a service system that is Tangible, Reliability, Responsivenness, Assurance, and Emphaty as well as Web applications provided by the Purwakarta Regency government which has the suitability of functions, performance efficiency, usability and security in it so that customer satisfaction increase. Regarding the description of each variable and its interrelationships can be summarized in detail as follows: Web-Based Online PPDB in junior high schools throughout Purwakarta Regency is in the high category. This means that web-based New Student Admissions are going well and at their maximum.

The influence of Web-Based Online PPDB on Service Quality at Junior High Schools in Purwakarta Regency is significant and its influence is relatively moderate. Practically speaking, the factor that causes its moderate influence between web-based online PPDB on service quality is the lack of optimal web-based PPDB system provided by the Education Office, especially in fulfilling features and also a less attractive and comprehensive appearance. And the achievement of the non-discrimination dimension provided by the department and schools is still relatively low.

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